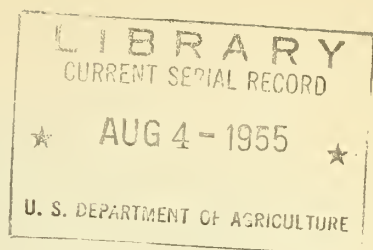


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# Consumer PURCHASES OF FRUITS AND JUICES

in FEBRUARY

1955



UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

## PREFACE

This report presents estimated total consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 5,800 household consumers.

A committee of the Florida Industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice, and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF FRUITS AND JUICES  
IN FEBRUARY 1955

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

Householders' purchases of most citrus products and canned pineapple juice were higher in February 1955 than a year earlier.

Purchases of fresh tangerines during February 1955 were more than twice as large as in February 1954. Prices reported paid by householders were down sharply from a year earlier.

Consumers purchased from a fourth to a third more canned single-strength orangeade, pineapple juice, and canned lemon juice during February 1955 than a year earlier. Other items showing increases were frozen concentrated orange juice, fresh grapefruit, canned grapefruit juice, fresh lemons, frozen concentrate for lemonade, and frozen concentrated grape juice.

On the other hand, purchases in February 1955 were slightly to moderately lower than a year earlier for fresh oranges, canned orange juice, tomato juice, and shelf-pack concentrate for orangeade.

Prices paid by householders in February 1955 for fresh citrus, juices, and ades were lower than in February 1954, except for lemon juice, tomato juice, and shelf-pack concentrate for orangeade, which were unchanged to slightly higher.

On a fresh equivalent basis, household purchases of oranges and orange products were about the same in February 1955 as a year earlier, while purchases of grapefruit and grapefruit juice and of lemons and lemon products were moderately to slightly larger.



## FROZEN JUICES AND ADES

Household purchases of all frozen concentrated juices during February 1955 totaled about the same as in the preceding month but were about a tenth larger than during February 1954.

Householders' purchases of frozen concentrated orange juice during February 1955 were about 11 percent above a year earlier. More families reported buying frozen orange juice than a year earlier. The average price reported paid in February 1955 was 14 cents a 6-ounce can, the lowest monthly price reported since April 1954 (table 2).

Slightly more frozen concentrated grape juice was purchased by households in February 1955 than a year earlier. The average price reported paid was down slightly.

Householders purchased almost a fifth more frozen concentrate for lemonade during February than a year earlier. Buying families purchased an average of more than 3 of the 6-ounce cans in February 1955 compared with about 2-2/3 cans in February 1954. Prices reported paid averaged 15.9 cents a 6-ounce can--down 3 cents from a year earlier.

Consumer purchases of shelf-pack concentrate for orangeade were down substantially in February 1955 compared with a year earlier. The average price reported paid was up about a cent a 6-ounce can from February 1954.

Purchases of canned single-strength orangeade were up a third during February 1955 from a year earlier (table 1). Prices reported paid were a cent a 46-ounce can lower than in February 1954.

## CANNED JUICES

Householders bought about 7,500,000 cases (equivalent No. 2 cans) of canned single-strength juices in February 1955, based on observation from a Nationwide panel of families (table 1). This volume was about 5 percent more than in the like 1954 period. The most marked change from a year earlier for canned juices was substantially larger purchases of pineapple juice. Compared with February a year earlier, only orange, tomato, and orange-grapefruit blended juice decreased in volume purchased by households. Prices reported paid for most canned juices were slightly lower than a year earlier.

Purchases of canned single-strength orange juice were about 5 percent smaller than in February 1954, primarily as a result of fewer families buying this product. Average purchases of families buying were about the same, approximately 2-1/4 of the 46-ounce cans. The average price paid by households for single-strength orange juice was almost 4 cents a 46-ounce can more than the average paid for an equivalent amount of reconstituted frozen concentrated orange juice.

In February, consumers bought about 12 percent more canned single-strength grapefruit juice than in February 1954. Prices paid were slightly lower than a year earlier. About the same number of families bought grapefruit juice in February as a year earlier--9 in 100 families. Purchases averaged about 2-1/4 of the 46-ounce cans per family buying this juice.

Household purchases of canned orange-grapefruit blended juice during February 1955 were slightly smaller than a year earlier. Slightly fewer families purchased this juice and the average quantity purchased by buying families was slightly smaller than during February 1954. Prices paid were almost the same as a year ago.

Canned and bottled lemon juice purchases by householders in February 1955 were about a fourth larger than a year earlier. At the same time householders also bought slightly more fresh lemons and frozen concentrate for lemonade than a year earlier. About the same number of families bought lemon juice but those buying purchased larger quantities. Prices reported paid during February 1955 averaged lower than in the preceding month but slightly higher than in February 1954.

Although purchases of tomato juice during February 1955 were about 12 percent smaller than in February 1954, this juice has ranked first each month since June 1952 among the single-strength juices in volume purchased by householders. Fewer families bought tomato juice and the average quantity bought by families making purchases was smaller than a year ago. Prices paid remained unchanged at 26 cents a 46-ounce can. This was 4 cents less than the average price reported paid for canned single-strength orange juice in February 1955.

The volume of canned pineapple juice bought by householders in February 1955 was up more than a third from a year ago. Prices paid were lower by about 4 cents a 46-ounce can. Almost 15 percent of the Nation's families bought pineapple juice during the month, which was the largest percentage purchasing any canned single-strength juice except tomato juice. Their total purchases also were exceeded only by those of tomato juice (table 1).

Purchases of prune juice were about a tenth above February a year ago. Prices paid by consumers were almost the same. Grape juice purchases were up slightly from a year earlier. Prices remained unchanged.

#### FRESH CITRUS FRUIT

Consumer purchases of fresh oranges during February 1955 were larger than in the preceding month, but were slightly below the record February purchases reported in 1954. The average price reported paid was down slightly from a year earlier.

Purchases of Florida oranges during February 1955 were almost unchanged from a year earlier (table 3). More families bought Florida oranges,

but the average quantity purchased per buying family declined from a year earlier. Prices reported paid by householders in February 1955 were about 2 cents a dozen lower than in February 1954.

Purchases of California-Arizona oranges during February 1955 were down slightly from a year earlier. Both quantity purchased per buying family and the number of families buying were down. Average price reported paid for California-Arizona oranges was slightly higher.

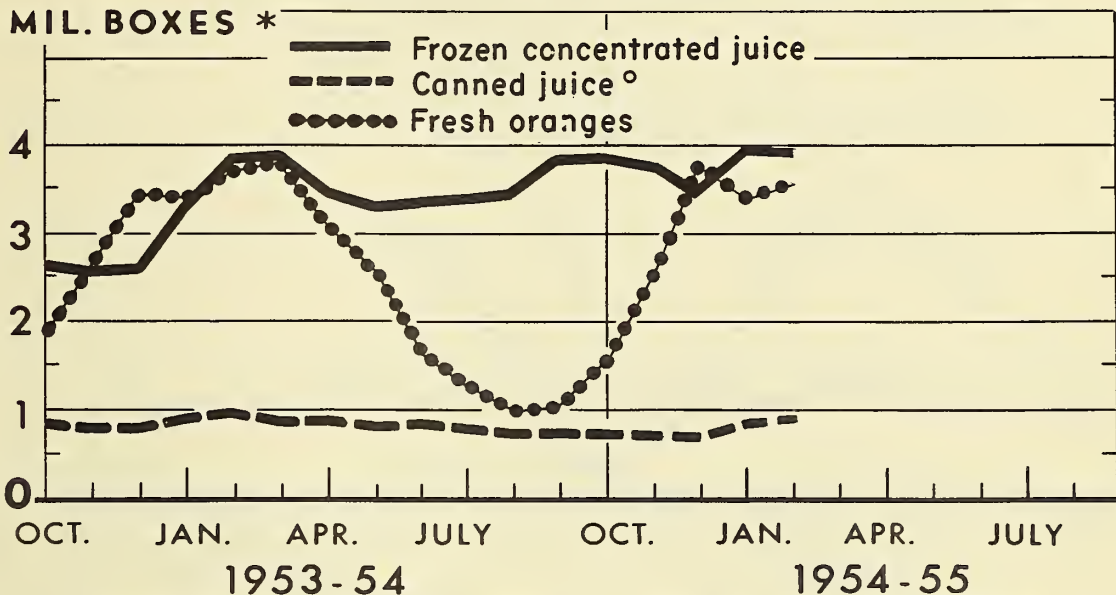
Consumer purchases of fresh grapefruit during February were up slightly from February 1954 (table 3). Prices reported paid by householders averaged slightly below a year earlier.

Household purchases of fresh lemons during February 1955 were slightly above a year earlier. Average price reported paid by consumers was 2 cents a dozen lower than in February 1954. About one-fifth of the Nation's families bought lemons during February 1955--unchanged from a year earlier.

Householders purchased over half a million boxes of fresh tangerines in February 1955, less than half as large as purchases in the preceding month, but over twice the purchases reported in February 1954. About 1 in 9 families purchased tangerines in February 1955, compared with 1 in 5 families the preceding month, and 1 out of 20 families in February 1954. Prices reported paid for tangerines in February 1955 averaged about 26 cents a dozen--down about 2 cents from January 1955--but almost 11 cents a dozen lower than in February 1954.



# PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



\*FRESH FRUIT EQUIVALENT

° INCLUDES 1/2 OF ORANGE-GRAPEFRUIT BLEND PURCHASES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1273-55(3) AGRICULTURAL MARKETING SERVICE

Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1953 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice 1/		Total	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	1,574	1,825	3,850	2,633	722	805	6,146	5,267
November	2,518	2,626	3,769	2,559	713	773	7,000	5,958
December	3,764	3,459	3,486	2,591	711	773	7,961	6,823
October-December 2/	8,612	8,552	11,917	8,367	2,299	2,556	22,828	19,475
January	3,400	3,383	3,984	3,326	830	891	8,214	7,600
February	3,555	3,702	3,972	3,843	897	955	8,424	8,500
March		3,808		3,885		828		8,521
October-March 2/		20,371		20,486		5,491		46,348
April		3,096		3,459		862		7,417
May		2,585		3,285		794		6,664
June		1,632		3,336		821		5,789
October-June 2/		28,215		31,396		8,220		67,331
July		1,293		3,399		795		5,487
August		996		3,462		721		5,181
September		1,011		3,843		730		5,584
Season 2/		31,759		42,995		10,674		85,428

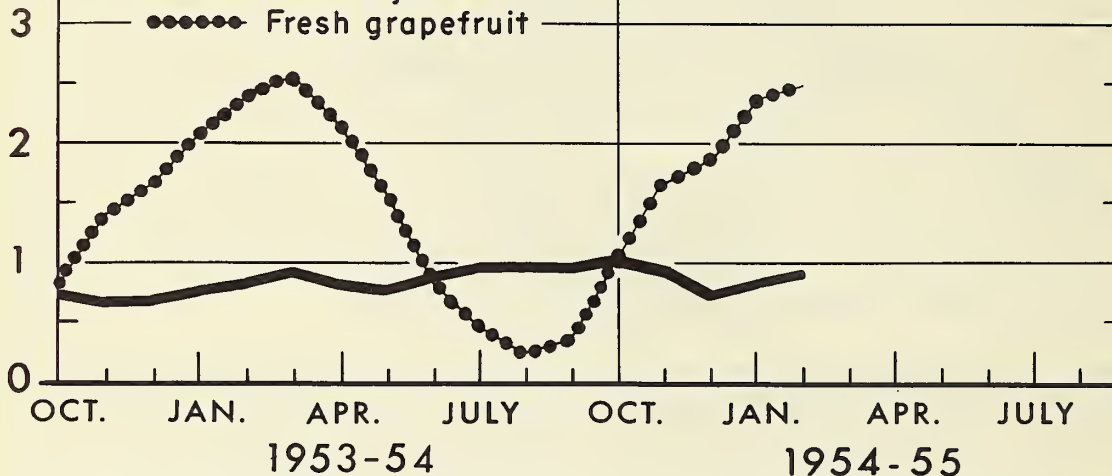
1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS

MIL. BOXES\*

— Canned juice<sup>o</sup>  
 ●●●●● Fresh grapefruit



\* FRESH FRUIT EQUIVALENT <sup>o</sup> INCLUDES ONE-HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES  
 SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1274-55 (3) AGRICULTURAL MARKETING SERVICE

Figure 2

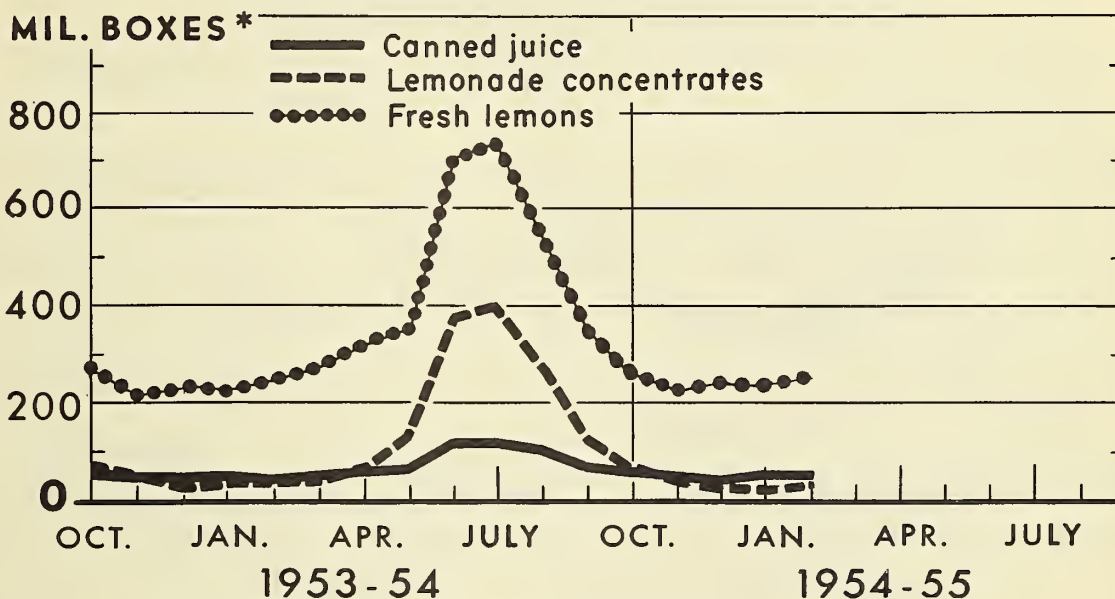
Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1953 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice 1/		Total	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000	1,000	1,000	1,000	1,000	1,000
	boxes	boxes	boxes	boxes	boxes	boxes
October	1,053	836	1,037	724	2,090	1,560
November	1,694	1,411	911	665	2,605	2,076
December	1,895	1,688	725	676	2,620	2,364
October-December 2/	5,121	4,331	2,847	2,191	7,968	6,522
January	2,330	2,092	882	745	3,212	2,837
February	2,498	2,382	907	802	3,405	3,184
March		2,579		915		3,494
October-March 2/		12,027		4,871		16,898
April		2,122		811		2,933
May		1,561		767		2,328
June		826		842		1,668
October-June 2/		16,858		7,431		24,289
July		442		989		1,431
August		237		986		1,223
September		348		977		1,325
Season 2/		17,933		10,634		28,567

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF LEMON PRODUCTS BY CONSUMERS



\* FRESH FRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1275-55 (3) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1953 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	252	274	54	54	51	64	59	67	365	395
November	225	213	49	47	35	39	37	41	311	301
December	243	232	44	43	27	25	29	26	316	301
October-December 3/	719	719	147	144	113	128	125	134	1,092	1,067
January	234	223	51	49	26	29	27	32	312	304
February	251	246	48	42	29	27	31	32	330	320
March		278		50		33		35		363
October-March 3/		1,591		303		231		243		2,147
April		321		60		55		61		442
May		352		67		124		135		554
June		706		119		346		378		1,203
October-June 3/		3,078		577		525		597		4,552
July		738		120		373		399		1,257
August		545		102		247		266		913
September		352		61		111		121		534
Season 3/		4,543		881		1,622		1,749		7,473

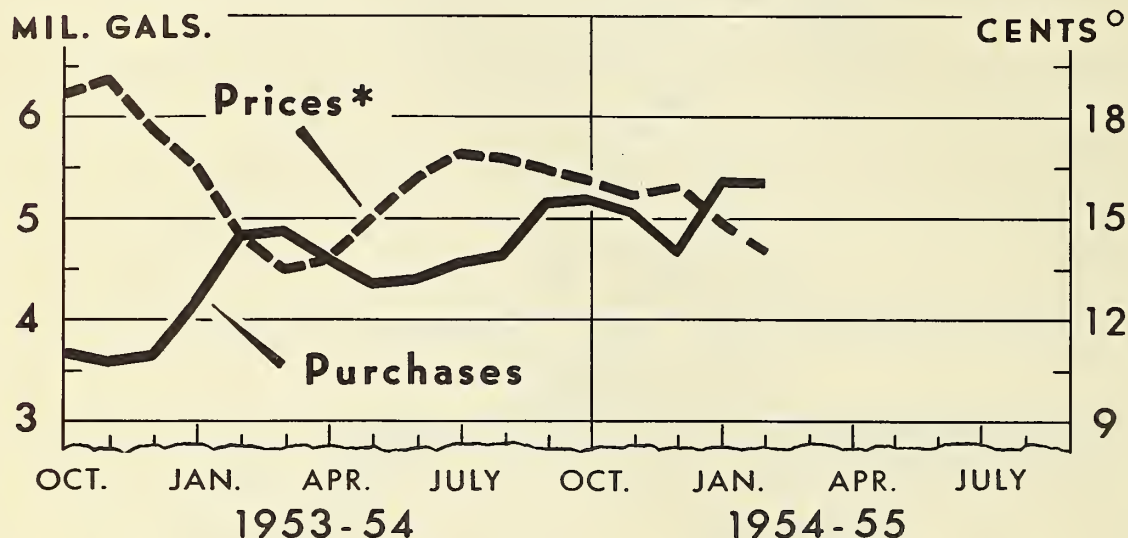
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



\*PRICES PAID BY HOUSEHOLD CONSUMERS

<sup>o</sup>PER 6 OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1276-55(3) AGRICULTURAL MARKETING SERVICE

Figure 4

Frozen concentrated orange juice: Consumer purchases and average price paid, October 1953 to date

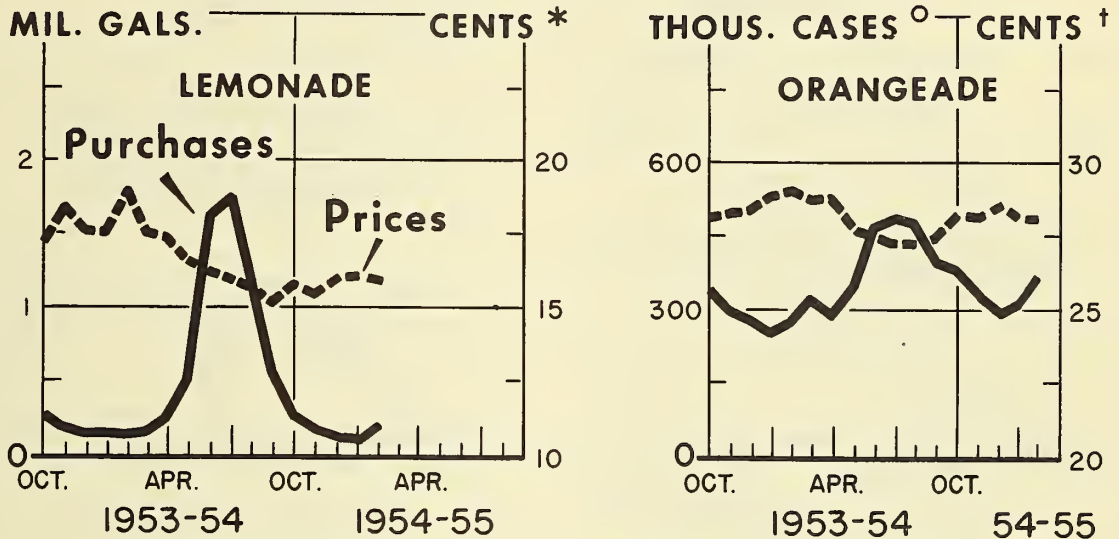
Period	Purchases		Average price per 6 oz. can	
	1954-55	1953-54	1954-55	1953-54
	<u>1,000 gallons</u>	<u>1,000 gallons</u>	<u>Cents</u>	<u>Cents</u>
October	5,161	3,688	16.1	18.6
November	5,052	3,584	15.7	19.1
December	4,673	3,629	15.9	17.7
October-December 1/	15,974	11,718		
January	5,377	4,189	14.9	16.5
February	5,360	4,840	14.0	14.6
March		4,893		13.4
October-March 1/		26,981		
April		4,570		13.8
May		4,339		15.1
June		4,407		16.2
October-June 1/		41,393		
July		4,556		16.9
August		4,641		16.8
September		5,152		16.4
Season 1/		56,941		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

\* PER 6 OUNCE CAN

° EQUIVALENT CASES OF 24 #2'S

† PER 46 OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1277-55(3) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1953 to date

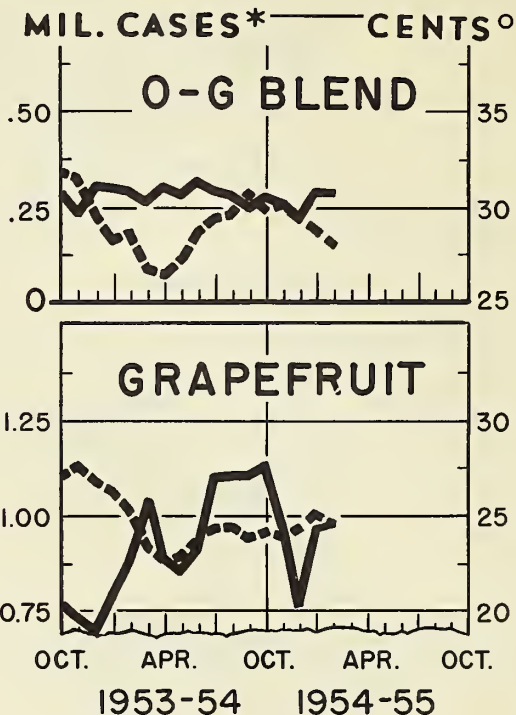
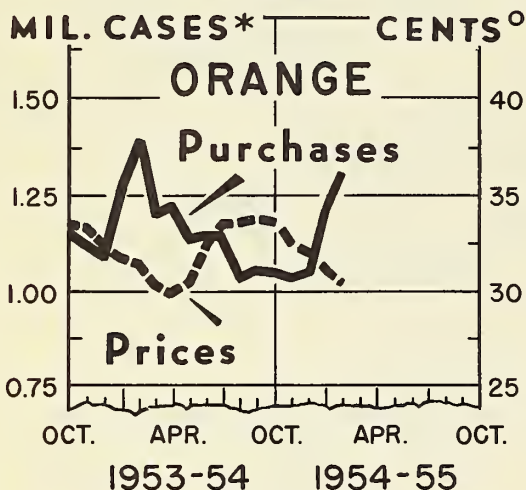
Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price		Purchases		Average price	
	per 6 oz. can		per 46 oz. can					
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000	1,000			1,000	1,000		
	<u>gallons</u>	<u>gallons</u>	<u>Cents</u>	<u>Cents</u>	<u>cases 1/</u>	<u>cases 1/</u>	<u>Cents</u>	<u>Cents</u>
October	244	267	15.7	17.2	373	336	28.2	28.1
November	167	162	15.4	18.4	326	295	28.1	28.2
December	127	102	16.0	17.5	290	274	28.5	28.3
October-December 2/	568	559			1,070	966		
January	121	121	16.2	17.5	306	254	28.1	28.8
February	136	114	15.9	18.9	361	272	28.0	29.0
March		139		17.4		317		28.7
October-March 2/		956				1,922		
April		230		17.3		235		28.8
May		514		16.5		350		27.7
June		1,638		16.2		464		27.4
October-June 2/		3,540				3,150		
July		1,769		15.9		483		27.2
August		1,172		15.7		478		27.2
September		525		15.1		390		27.3
Season 2/		7,303				4,633		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# CANNED CITRUS JUICES

Consumer Purchases  
and Prices Paid



\*EQUIVALENT CASES OF 24 #2's

° PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1278-55(3) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1953 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can
1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55
	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents
October	1,054	1,155	33.4	33.4	1,127	754	24.1	27.1	276	295	29.9	31.8
November	1,043	1,123	32.4	33.3	978	721	24.0	27.6	267	233	30.1	31.6
December	1,056	1,087	32.0	32.2	767	695	24.6	26.9	235	314	29.4	29.4
October-December 2/	3,381	3,613			3,060	2,323			824	914		
January	1,212	1,235	31.0	31.7	952	804	25.1	26.1	285	300	28.6	28.1
February	1,321	1,391	30.4	31.3	984	830	24.6	25.2	283	294	28.1	28.5
March		1,203		30.1		1,041		23.3		262		26.8
October-March 2/		7,832				5,306				1,352		
April		1,225				834		22.5		310		26.3
May		1,133		29.8		845		22.9		274		27.2
June		1,149		30.3		913		23.3		329		28.5
October-June 2/		11,657		32.2		8,119				2,825		
July		1,146				1,103		24.2		294		29.6
August		1,032		33.5		1,105		24.3		274		29.5
September		1,058		33.8		1,106		23.8		242		30.7
Season 2/		15,261				11,710				3,712		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

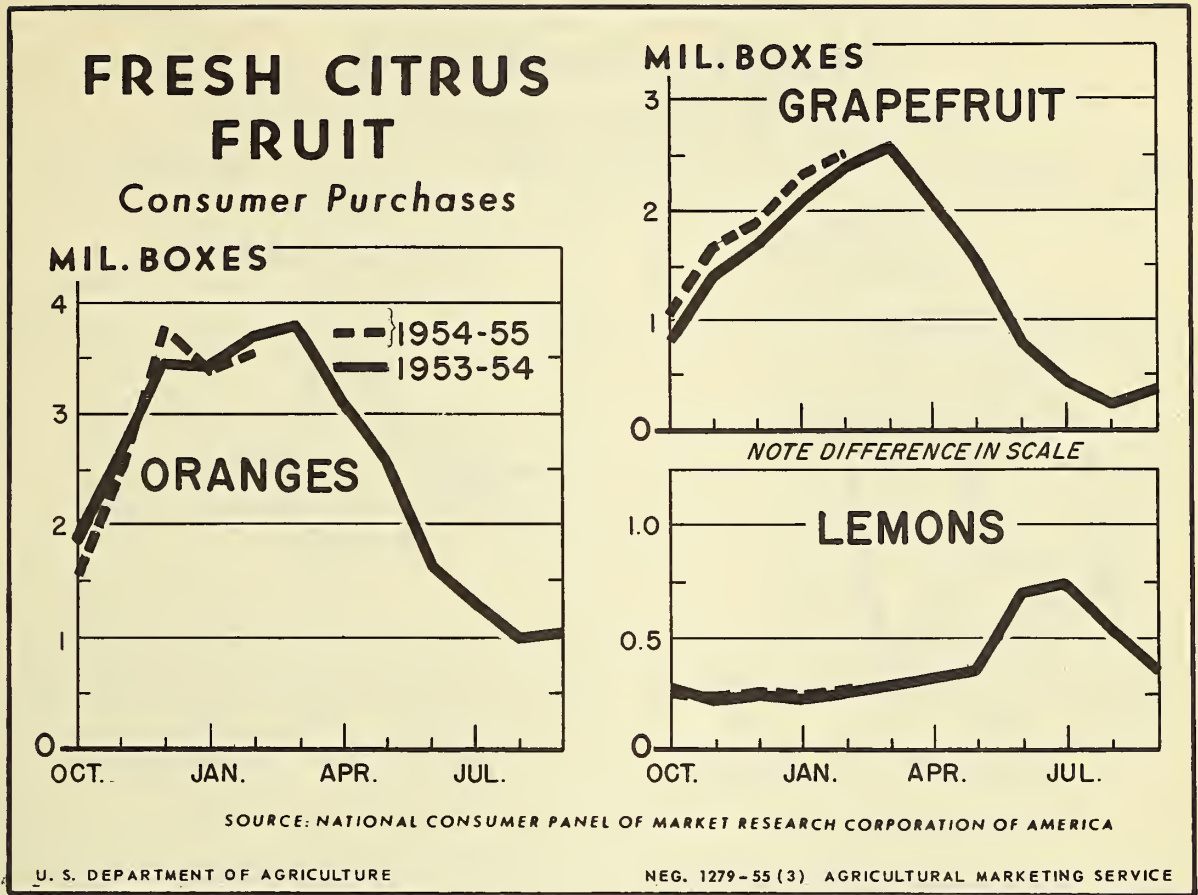


Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1953 to date

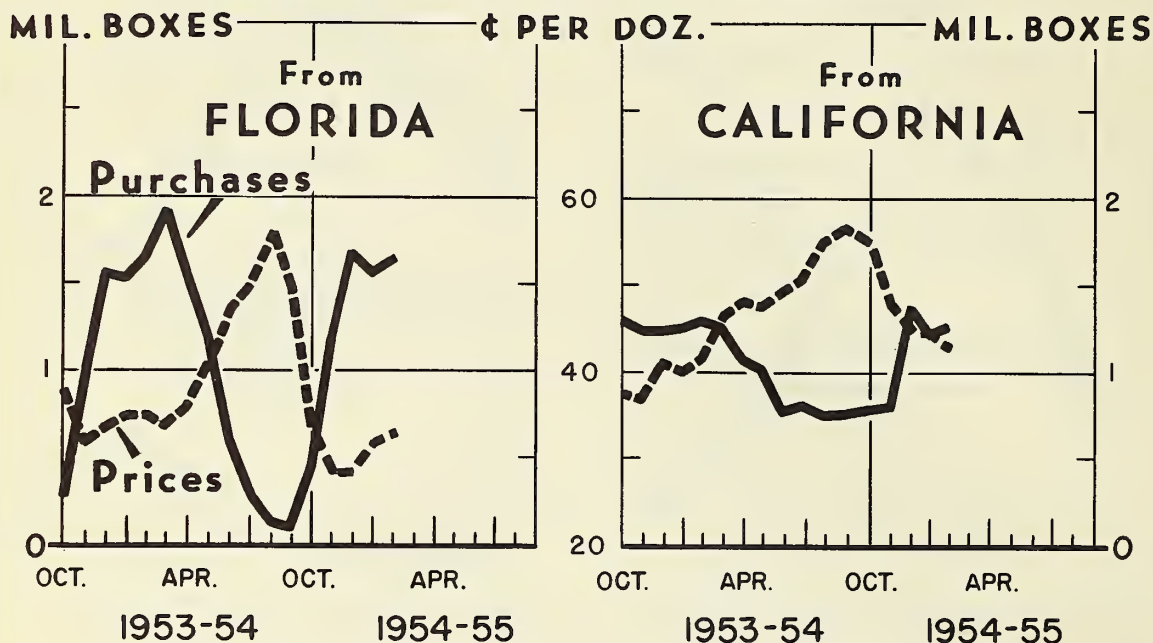
Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000	1,000			1,000	1,000			1,000	1,000		
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	1,574	1,825	45.6	37.5	1,053	836	92.8	91.5	252	274	45.1	45.8
November	2,518	2,626	35.0	34.7	1,694	1,411	78.4	83.4	225	213	46.8	46.6
December	3,764	3,459	35.1	36.7	1,895	1,683	74.9	82.5	243	232	45.0	47.0
October-December 1/	8,612	8,552			5,121	4,331			785	774		
January	3,400	3,383	37.1	37.6	2,330	2,092	74.2	78.2	234	223	46.2	47.5
February	3,555	3,702	37.3	38.1	2,498	2,382	73.4	73.9	251	246	44.0	46.0
March		3,808		38.8		2,579		73.4		278		45.8
October-March 1/		20,371				12,027				1,591		
April		3,096		41.2		2,122		77.9		321		43.8
May		2,585		44.2		1,561		83.0		352		43.7
June		1,632		47.6		826		90.0		706		44.1
October-June 1/		28,215				16,858				3,078		
July		1,293		50.1		442		97.9		738		42.7
August		998		54.1		237		110.4		545		42.5
September		1,011		54.2		348		105.5		352		43.2
Season 1/		31,759				17,933				4,843		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# FRESH ORANGES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1280-55 (3) AGRICULTURAL MARKETING SERVICE

Figure 3

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1953 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	455	267	33.3	37.4	789	1,317	54.9	37.4
November	1,194	1,001	28.1	31.9	809	1,226	47.8	36.9
December	1,694	1,578	28.3	33.2	1,374	1,227	44.5	41.0
October-December 1/	3,660	3,241			3,271	3,999		
January	1,560	1,529	31.4	34.6	1,234	1,236	44.4	40.1
February	1,632	1,671	32.7	34.9	1,261	1,307	43.0	41.7
March		1,921		33.4		1,245		46.5
October-March 1/		3,679				3,125		
April		1,537		35.6		1,061		48.6
May		1,166		41.1		1,010		47.1
June		600		47.0		763		49.2
October-June 1/		12,220				11,167		
July		291		49.7		806		50.9
August		112		55.8		740		54.9
September		76		49.5		769		56.4
Season 1/		12,717				13,676		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



Table 1.-- Canned single-strength juices and ades: U. S. total consumer purchases and average price, February 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
					Purchases		Quantity per purchase				
	1955	1954	1955	1954	1955	1954	1955	1954		1955	1954
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	11.7	12.6	1,321	1,391	1.7	1.7	60.0	61.7	46	30.4	31.3
Grapefruit	8.7	8.6	984	880	1.6	1.6	63.6	65.4	46	24.6	25.2
Orange & gpft. blend	3.3	3.4	283	294	1.4	1.5	57.3	57.9	46	28.1	28.5
Lemon	2.3	2.4	45	36	1.3	1.2	13.4	12.8	5-1/2	13.3	13.0
Grape	4.4	4.2	185	175	1.3	1.4	28.4	27.7	24	35.9	35.8
Pineapple	14.8	13.6	1,523	1,128	1.5	1.5	60.9	53.0	46	27.7	31.5
Prune	7.4	7.1	548	502	1.7	1.7	38.3	34.9	32	32.9	33.1
Tomato	19.5	22.1	1,849	2,098	1.6	1.7	53.6	54.1	46	26.1	26.1
Total 2/	49.3	50.6	7,525	7,188	2.6	2.8	51.8	50.6			
Canned ades											
Orangeade	2.9	2.4	361	272	1.7	1.7	64.2	61.2	46	28.0	29.0

1/ Equivalent cases of No. 2 cans--432 ounces per case.  
2/ Includes other canned single-strength juices.

National Consumer Panel of Market Research Corporation of America.

Table 2.-- Frozen concentrated juices and ades: U. S. total consumer purchases and average price, February 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
					Purchases		Quantity per purchase				
	1955	1954	1955	1954	1955	1954	1955	1954		1955	1954
	<u>Percent</u>	<u>Percent</u>	<u>1,000 gallons</u>	<u>1,000 gallons</u>	<u>Number</u>	<u>Number</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>
Frozen concentrated juices											
Orange	31.0	29.0	5,360	4,840	2.2	2.4	20.8	20.3	6	14.0	14.6
Grape	4.0	3.9	256	232	1.5	1.5	11.4	10.5	6	21.2	21.6
Other concentrates	1/	1/	227	220	1/	1/	13.2	12.4	6	15.2	17.0
Total	32.4	31.8	5,843	5,292	2.4	2.6	19.6	19.2			
Concentrated ades											
Frozen											
Lemonade	1.9	1.9	136	114	1.4	1.3	14.1	12.5	6	15.9	18.9
Shelf pack											
Orangeade	1.3	1.7	108	193	1.4	1.9	15.6	14.0	6	17.2	16.3

1/ Information not available.

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Table 3.-- Fresh citrus fruit: U. S. total consumer purchases and average price, February 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1955	1954	1955	1954	1955	1954	1955	1954	1955	1954
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges										
California-Arizona	22.8	24.2	1,261	1,307	1.8	2.1	12.8	12.6	43.0	41.7
Florida	23.7	22.9	1,632	1,671	2.0	2.3	14.6	13.9	32.7	34.9
Unidentified	13.2	15.2	572	630	1.5	1.7	12.0	11.4	37.6	40.2
Total 1/	50.4	49.6	3,555	3,702	2.2	2.5	13.4	13.0	37.3	38.1
Grapefruit										
California-Arizona	3.4	3.9	190	249	1.5	1.6	5.5	6.2	74.7	69.0
Florida	19.7	19.4	1,324	1,289	1.9	2.1	5.4	5.2	77.1	74.4
Unidentified	12.2	12.6	659	668	1.4	1.7	5.7	5.1	71.0	76.3
Total 1/	33.9	35.2	2,498	2,382	2.0	2.2	5.7	5.3	73.4	73.9
Tangerines	11.5	5.2	590	215	1.4	1.5	13.7	10.5	26.4	36.9
Lemons	19.9	19.9	251	246	1.5	1.6	6.1	5.6	44.0	46.0
Total 2/	66.8	64.4	6,894	6,545	3.3	3.8	10.3	9.5	42.4	45.0

1/ Includes small purchases of Texas fruit.

2/ Includes small purchases of other citrus fruit.

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